




"Turbo-Charge Your Sales Team:

How to get the best out of each of your sales people"


PredictiveResults
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


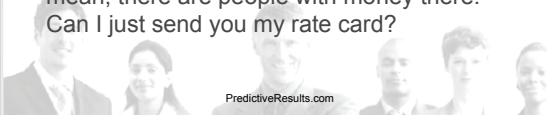


S: My name is Sara and I'm with the xxx. Do you folks do any advertising?

Me: Not really

S: Well we have these community publication that go into the rich areas. I mean, there are people with money there. Can I just send you my rate card?







The Problem

Sales Staff Problems

- High turnover
- Disappointing sales
- Poor sales of new products
- Missed forecasts

Market Problems

- Increased competition
- Shrinking reach/shipping
- Tighter margins
- Poor economy
- Low payroll budgets
- Uncertain future.



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Your Job

120% of Forecast
Every Month

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Knowledge

 Jim Doyle President Jim Doyle and Associates	 Bruce Faulmann Vice President, Sales & Marketing Tampa Bay Times	 Melanie Mathewson VP & CSO Florida Sales Press Association
 Rebecca Capparelli Director of Sales Training & Development Gothouse Media, Inc.	 Mike Blinder President Blinder Group, Inc. Author: <i>Summit Selling</i>	 Emily Wade Perry Associate Publisher/Multimedia The Observer Group
 Kevin McCudden President Manage America and Superior Sales Training Florida: National Motivation & Inspiration Day™	 Nancy Lane President Local Media Association and 250Share.com	 Chris Edwards VP Sales/Customer Care SourceMedia
 Bill Mitchell Prophet Institute Affiliate Faculty for Entrepreneurial & International Teaching	 Al Cigno Vice President Operations Local Media Association	 Mark Lane VP of Sales News Publishing Group
 Pamela Gaddis President & Group Publisher Florida Weekly	 Garrett Charter Publisher Hollen Landmark Corporation	 John Jinks Media Project Manager American Consolidated Media
 Matt Cook President Second Street		


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Turn Knowledge into Results

Knowledge Results


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The Solution

Use a New Model

- Success rate is 3-4X higher than businesses in general.
- Scalable, repeatable and predictable.
- Makes the best use of your time
- Ensures that the best ideas get applied.






The Solution

Use the Franchise Model

Franchise success rate is 3-4X higher than small businesses in general.

Franchisees are scalable, repeatable and predictable.





The Solution: Franchising





The Solution: Franchising



- Clear plan
- Easy to follow
- Predictable results
- Easy to tune up
- Others can do it



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Recipe for Success





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Why Knowledge



Proper Knowledge Yields

- Effective Actions
- Accurate Customer Service
- Confidence



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What Top Performers Know

- Their Business
- Their Craft
- Their Competitors
- Their Customers

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Actions of Winners

- Winners do the right things
- Winners have a plan
- Winners follow the plan
- Winning companies train the plan

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Don't Manage from Afar



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Onboarding Process



- Invest the time
- Employ your team
- Build a ridged plan
- Test knowledge
- Test ability.

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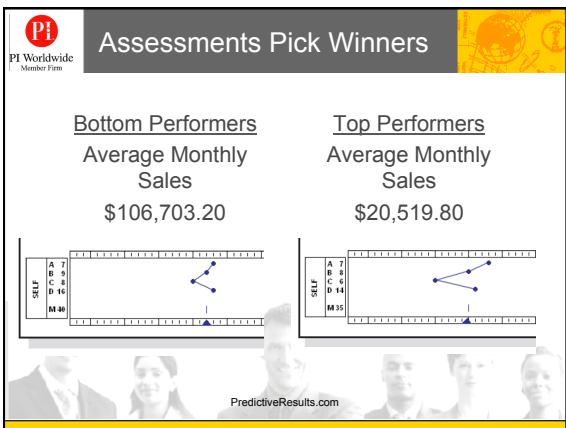


People – The Right Ones



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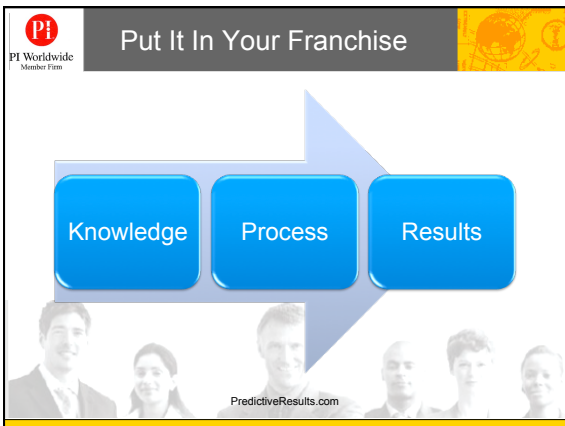










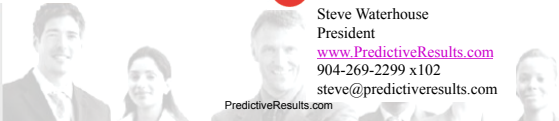






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